CLAIMS:

1. A method of distributing various quality versions of an electronic content, said method comprising:

defining each quality version of the electronic content;

defining at least one distortion algorithm executable to generate a lower quality version of the electronic content by a distortion of the highest quality version of the electronic content; and

assigning at least one content key to at least one quality version of the electronic content.

2. The method of claim 1, further comprising:

storing the highest quality version of the electronic content on an electronic content medium.

3. The method of claim 2, further comprising:

storing at least one distortion algorithm on the electronic content medium.

4. The method of claim 1, further comprising:

storing the at least one distortion algorithm on an electronic content player.

5. The method of claim 2, further comprising:

storing the at least content key on the electronic content medium.

6. The method of claim 1, further comprising:

storing the at least content key on an electronic content player.

7. An electronic content medium, comprising:

a highest quality version of an electronic content; and

at least one distortion algorithm executable to generate a lower quality version of the electronic content by a distortion of said highest quality version of the electronic content.

8. The electronic content medium, further comprising:

at least one content key assigned to one of the quality versions of the electronic content.

9. An electronic content player, comprising:

a decryption unit operable to decrypt and decode a highest quality version of an electronic content; and

a distortion unit operable to generate a lower quality version of the electronic content by a distortion of the decrypted and decoded highest quality version of the electronic content.

10. The electronic content player of claim 9, further comprising:

a controller operable to direct said decryption unit to decrypt and decode the highest quality version of an electronic content in accordance with a content key associated with the electronic content.

11. The electronic content player of claim 9, further comprising:

a controller operable to direct said decryption unit to decrypt and decode the highest quality version of an electronic content in accordance with a content key assigned to one of a lower quality version of the electronic content.

12. The electronic content player of claim 9, further comprising:

a controller operable to direct said decryption unit to decrypt and decode the highest quality version of an electronic content in accordance with a content key associated with the electronic content subsequent to a reception of a secret key assigned to the electronic content player.

13. The electronic content player of claim 9, further comprising:

a controller operable to direct said decryption unit to decrypt and decode the highest quality version of an electronic content in accordance with a content key assigned to one of a lower quality version of the electronic content subsequent to a reception of a secret key assigned to the electronic content player.